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(54) Telematic system of information and advertising messages for locations with a large attendance of people

(57) The system is based on a plurality of local distributors of informative and advertising messages (1), each of which is provided with a respective file of information and advertising messages (8), with means for the visual distribution of messages (5, 6), with means for the direct telephone connection (12, 13, 14) between suppliers and users of the messages and with an operating computer (7) for the selection and

feeding of information and advertising messages from said file (8) to said means for visual distribution (5, 6) and the activation of said means for telephone connection (12, 14). The various local distributors (1) are connected to a communications network (2) whose only purpose is to complete the telephone connection and provide for the periodic updating of the files (8) of the above local distributors (1) under the control of a central computer (3).